Headings are included herein for reference and to aid in locating certain sections. These headings are not intended to limit the scope of the concepts described therein under, and these concepts may have applicability in other sections throughout the entire specification.

The previous description of the disclosed embodiments is provided to enable any person skilled in the art to make or use the present invention. Various modifications to these embodiments will be readily apparent to those skilled in the art, and the generic principles defined herein may be applied to other embodiments without departing from the spirit or scope of the invention. Thus, the present invention is not intended to be limited to the embodiments shown herein but is to be accorded the widest scope consistent with the principles and novel features disclosed herein.

What is claimed is:

1. A method for broadcasting data to a plurality of terminals in a wireless communication system, comprising:

determining a plurality of frames, in a time-division multiplexed (TDM) physical channel, to be used for broadcasting data to the plurality of terminals, wherein the data comprises point-to-multipoint communication service data for delivering user content;

processing data for transmission to the plurality of terminals; and

broadcasting the processed data on the plurality of frames in the TDM physical channel.

2. The method of claim **1**, further comprising:

repeating the broadcasting of the processed data over multiple frames to improve likelihood of correct reception by the plurality of terminals.

3. The method of claim **1**, wherein the plurality of frames are reserved for broadcasting data.

4. The method of claim **1**, wherein the plurality of frames are dynamically allocated for broadcasting data.

5. The method of claim **4**, further comprising:

transmitting signaling to identify the plurality of frames dynamically allocated for broadcasting data.

6. The method of claim **1**, further comprising:

broadcasting control information on another physical channel to the plurality of terminals, wherein the control information allows the plurality of terminals to access the processed data received on the TDM physical channel.

7. An apparatus for broadcasting data to a plurality of terminals in a wireless communication system, comprising:

means for determining a plurality of frames, in a time-division multiplexed (TDM) physical channel, to be used for broadcasting data to the plurality of terminals, wherein the data comprises point-to-multipoint communication service data for delivering user content;

means for processing data for transmission to the plurality of terminals; and

means for broadcasting the processed data on the plurality of frames in the TDM physical channel.

8. An apparatus for broadcasting data to a plurality of terminals in a wireless communication system, comprising:

a transmitter adapted to transmit data to the plurality of terminals; and

at least one processor coupled to the transmitter, the processor adapted to

determine a plurality of frames, in a time-division multiplexed (TDM) physical channel, to be used for broadcasting data to the plurality of terminals, wherein the data comprises point-to-multipoint communication service data for delivering user content,

process data for transmission to the plurality of terminals, and

broadcast the processed data on the plurality of frames in the TDM physical channel.

9. The apparatus of claim **8**, wherein the processor is further configured to:

broadcast control information on another physical channel to the plurality of terminals, wherein the control information allows the plurality of terminals to access the processed data received on the TDM physical channel.

10. A non-transitory processor-readable medium having one or more instructions for broadcasting data to a plurality of terminals, which when executed by at least one processor causes the processor to:

determine a plurality of frames, in a time-division multiplexed (TDM) physical channel, to be used for broadcasting data to the plurality of terminals, wherein the data comprises point-to-multipoint communication service data for delivering user content;

process data for transmission to the plurality of terminals; and

broadcast the processed data on the plurality of frames in the TDM physical channel.

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